



COMMUNITY ENGAGEMENT ACTIVITIES PLANNED CALENDAR YEAR 2023

April 10, 2023

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STUDY SESSION PURPOSE



- Look ahead at community engagement activities planned to implement the City's workplans for calendar year 2023, including neighborhood and resident engagement
- Seeking Council input to ensure ongoing activities are aligned with the Council's expectations for community engagement and advancing workplan priorities
- Action items on the Council agenda later this evening are focused on Council priority objectives and committee workplans tied to this work

2022 COMMUNITY ENGAGEMENT ACHIEVEMENTS



- Key efforts in 2022 have helped:
 - inform Council decision-making
 - further 2022 Council priorities
 - enhance community engagement and input received
 - build City/community connections and further relationship building

Notable achievements:

- Reimagined and retooled Neighborhood Town Halls effort
- Palo Alto Community Survey (funded annually instead of biannually)
- Renewed focus to host annual National Night Out and support neighborhood specific events
- Officially opened Rinconada Park, the Palo Alto Junior Museum & Zoo, Solar System Exhibit
- Re-launched May Fete parade, annual movie nights/concerts, several other in-person events

2023 GOALS

- The 2023 scope of community engagement is a significant expansion from last year.
- Community engagement planned for calendar year 2023 seek to:
 - Support the implementation of the City's workplans
 - Build community and community awareness through listening and responding to feedback received
 - Enhance civic participation
 - Receive stakeholder input to inform City decision-making
- Community engagement approaches follow International Association for Public Participation (IAP2) framework, and are aligned with the type of input or feedback needed for the specific project.
 - Examples: fact sheets, FAQs, town halls, community information sessions/meetings, office hours, online surveys, polls, and digital engagement platforms.

1. Topic-based community engagement

- Examples by Council Priority such as: Bike and Pedestrian Plan Development, Long term use of the Cubberley property, and S/CAP Plan adoption/implementation of the 3-year workplan
- Examples of policy issues and topics that are tied to department specific work such as Housing Element, parklets, Downtown Housing Master Plan, tree ordinance, and fiber

2. Open-ended engagement/listening sessions

- Examples such as Neighborhood Town Halls, Budget Town Hall & Listening Session, Palo Alto 311, City Service Feedback, and new customer relationship management tools

3. Follow-up/closing the loop on issues raised by community members

- Examples such as direct email/1:1 discussions, digital/printed newsletters, website, and social media

WAYS TO CONNECT: QUICK LINKS



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- Input on the overall alignment of the work outlined within the staff report and Council priorities
- Council may want to discuss and provide further input on:
 - Neighborhood Town Hall format and planning process
 - City hosted events as part of the community engagement workplan
 - Palo Alto Community Survey cadence (set annually)



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